TECHNICAL REPORT

SAMPLE DESIGN

The survey required interviews to be carried out with a representative sample of adults in the County of North Yorkshire Subgroup analyses were also required for the three Inset Areas (York, Harrogate and Scarborough) and for seven Districts, Craven, Hambleton, Harrogate, Richmondshire, Ryedale, Scarborough and Selby The Districts excluded the areas accounted for by the Inset Areas The required analyses necessitated, and the budget allowed for, an overall issued sample of around 2,000 addresses

Discussions with the Planning team indicated that priority should be given to detailed analyses of the three Inset Areas and that it would be necessary to allow sufficient interviews in the Districts for simple analyses only More detailed District analyses could be carried out by combining Districts, for example, Ryedale and Scarborough, Richmondshire and Craven. To ensure a sufficient number of interviews for analysis in each area, addresses were issued in the following proportions

	Estimated population (16+) (mid 1975)	%	Issued sample	%
Inset Areas				
York	115,573	24 89	500	25
Harrogate	62,245	13 40	260	13
Scarborough	45,373	9 77	260	13
Districts				
Craven	34,689	7 47	140	7
Hambleton	49,008	10 55	140	7
Harrogate	29,519	6 36	140	7
Richmondshire	28,053	6 04	140	7
Ryedale	31,132	6 70	140	7
Scarborough	27,424	5 91	140	7
Selby	41,340	8 90	140	7
	464,356		2,000	

(the mid-1975 population figures were provided by the County Planning Department)

The imbalance created by oversampling some of the areas and undersampling others was corrected at analysis by applying weights to bring the samples in each area back to their correct proportion of adults in the county The weights used are described in the section on data preparation on page 114

THE SAMPLING PROCESS

The sample was clustered because an unclustered random sample would have produced a list of widely dispersed addresses that would have been prohibitively expensive and time consuming to sample as the interviewers would have had to travel considerable distances between addresses Clustered samples are normal in surveys of this sort, their advantages of cost and efficiency outweighing the increased level of sampling error It was decided, after discussion with the Planning Department to select 100 sampling points (in this case wards or polling districts) and to issue 20 addresses within each This resulted in 2,00 issued addresses With the desired allocation proportions 25% of the sampling points fell within York Insec Area, 13 in each of the two remaining Inset Areas and 7 in each of the Districts

North Yorkshire is a large County with a very unevenly distributed population Almost half the adult population lives in the three Inset Areas (48 06%) with the remainder widely dispersed among the Districts It was therefore decided that while wards would be suitable sampling units in the Inset Areas, a ward would cover too large an area with too widely a dispersed population in many of the rural districts to be practical for sampling purposes It was therefore decided that sampling points should be polling districts rather than wards in the Districts This increased level of clustering was considered necessary to allow fieldwork to be completed within budget, and stringent time constraints.

Selection of sampling points in the three Inset Areas

Information on the household population of wards within each Inset Area was provided from the 1971 Census by the Planning Department The sample was stratified by listing the wards in descending order of car ownership levels Where a ward's population was too small for the ward to stand on its own as a sampling unit (if it had fewer than about 120 households) reference was made to a ward map of the area and the ward was linked with one that shared a common boundary so that together they would form a sampling unit of a reasonable size Estimated household populations were then cumulated separately for each Inset Area Starting from a random number and using a fixed sampling interval, wards were selected with probability proportionate to their size Some wards came up more than once in the selection because they contained a large enough number of households for the sampling interval to land more than once within the ward Thus 21 wards were selected in York Inset Area (four of them twice), 10 wards were selected in Harrogate Inset Area (three of them twice) and 8 wards were selected in the Scarborough Inset Area (three of them twice, one three times) A list of the sampling points in the Inset Areas is given in Appendix C

Selection of sampling points in the Districts

Polling districts for each survey District were listed as given in the OPCS publication (19) 'New Districts for Old' When there were few electors in a polling district it was combined with another polling district in the same ward to create a geographic unit large enough for sampling purposes

The number of electors in each polling district was cumulated for each District having first deleted wards that had already been sampled as part of the three Inset Areas Starting from a random start number and using a fixed interval, polling districts were selected with probability proportionate to their size Some of the larger polling districts were selected twice because the sampling interval landed twice within them Thus there were seven polling districts selected in Craven, Hambleton, Harrogate, Ryedale and Selby and six each in Richmondshire and Scarborough A list of the selected polling districts is given in Appendix C

Selection of addresses within sampling points

Electoral Registers were obtained for each selected ward or polling district and 20 electors were selected from each by dividing the total number of electors by 20 to get the sampling interval The address of the sampled elector was recorded with the total number of electors resident at that address This provided a sample of addresses selected with probability proportionate to the number of electors resident at the address

Selection of the adult to be interviewed at each address

So far the sampling procedure had provided a sample of addresses but we needed a sample of adults aged 16+ Therefore, one adult was randomly selected for interview at each address using the following procedure When the interviewer called at each address she first listed in alphabetical order all people aged 16+ living there At a multi-household address this involved listing all adults in each household She then selected one person to be interviewed using the Kish Grid to ensure a random selection A copy of the Respondent Selection Sheet used, containing a Kish Grid, is included among the field documents in Appendix B

Selecting one adult at random from all those resident at the address means that weights must be applied in analysis because addresses were selected with probability proportionate to the number of electors while individuals were selected within addresses with probability inversely proportionate to the number of eligible people resident there A description of the weights applied to equalise the selection probabilities is given in the section on data preparation on page 114

QUESTIONNAIRE DESIGN

The questionnaire was designed by SCPR in consultation with the Planning Team It covers four main topic areas - housing, the environment, the economy and transport In addition, factual and behavioural questions and a wide range of classification questions were asked both to enable disaggregation of results and to provide a profile of the sample

The main focus of the questionnaire was to establish respondents' reactions to five possible Structure Plan themes and to the policies, and groups of policies, that make up the themes The questionnaire has several sections, each building on the one before Following the introductory factual and behavioural questions, respondents were asked to evaluate a series of separate policies They were then introduced to the concept of 'conflicting' policies (two policies that could not readily be implemented at the same time) and were asked to choose the one in each pair that they would prefer to see implemented In the next section four or five policies were grouped together to form a policy package There were five packages for each topic and respondents were asked to say which they preferred for a given topic Finally each theme was presented as a general statement of its main aim and respondents were asked to rank all five themes in order of preference

Thus the questionnaire moved from a straightforward assessment of separate policies to a more complex, but realistic, situation of choice between alternative policies and finally to the selection of a preferred theme for both the separate topic areas and for the County as a whole Each section of the questionnaire is discussed separately below

1 Factual and behavioural questions

This section introduced the respondent to the topics in the questionnaire by asking questions about length of residence, attitudes towards the local area as a place to live, views on employment opportunities, transport issues, shopping, tourism and leisure The questions were designed to provide basic information that would help in understanding the policy and theme preferences that were asked about later in the interview Because the interview had to be kept to around 45 minutes this section was short which meant that it was not possible to probe any of the subjects in depth

2 Policy preferences

This section of the questionnaire covered the topics of housing, environment, the economy and transport The form of questioning was the same for each topic and so only the housing questions are described in detail below

First the interviewer read out an introduction to this section The introduction was important because it brought to the respondents' attention that the questioning context had changed, up to this point in the interview the respondents had been answering questions about themselves and their households Now they were being asked to evaluate policies for the county as a whole We wanted respondents to think beyond their immediate environment although we recognised that their views would be coloured by their own situations and experience This is not entirely satisfactory as a research procedure where ideally all respondents answer the same questions in the same context However, when asking about planning issues that go beyond the respondents' immediate environment it is not possible to maintain precise control over the context of questions and we must accept that some people's answers will be more affected than others by their own experience, and difficulties in generalising to the county as a whole

In the housing policy section the respondent was handed twelve small cards on each of which was written a short statement describing a policy, for example, 'Homes in towns more homes available within large towns and market towns', and was asked to sort the policies into two groups, those that he wanted to see happen in North Yorkshire and those that he did not care about or would not like to see happen The first three 'wanted' policies were ranked and reasons sought for the first choice Attention was then turned to the group of policies that were not wanted, and the respondent selected the least wanted policy and again reasons were sought for the choice

In addition to the housing policies, each respondent evaluated sets of policies for the environment, the economy and transport using the same form of questioning In all, 50 policies were asked about It was possible to include such a large number of policies by writing out each policy on a small card Respondents can handle more information this way than if it is read out to them by the interviewer Experience has shown that respondents are often inattentive or unwilling to respond if they have to listen to the interviewer reading out a long series of items needing separate evaluation However the disadvantage of showcards is that they cause problems for respondents with reading difficulties The problem could not be overcome but it could be minimised The statements on the cards were kept short and only simple words used Asking respondents to give, in their own words, reasons for their first and last choice policy cards enabled us to check that they had read and understood the cards In almost all cases the reasons given for choice indicated that the respondent had understood the task Between 1% and 2% were either unwilling or unable to cope with the individual policy cards

Copies of the cards are given in Appendix B Each card had a three digit code number in the top left hand corner This number made it easier for interviewers to record responses on the questionnaire without leading the respondent to think that there was a rank order, or hierarchy, among the policies The first digit in the code number was a random 'blind' while the actual number of the policy was given by the second and third digits Thus policy card H802 was the second listed housing policy and card T05 was the fifth transport policy etc The policy cards for each topic were shuffled before they were handed to the respondent to ensure that they were considered in a random order

3 Policy choices

This section of the questionnaire was separately introduced by the interviewer so that the respondent understood that a different form of questioning was to follow Each respondent was shown 10 separate cards, one at a time, in a random order Each card was divided by a vertical line, the left hand side described a policy with some of its major consequences written underneath while the right hand side described a different policy also with its main consequences Respondents were asked to choose which policy from each pair they would prefer to see happen in North Yorkshire and to say whether they felt strongly about their choice The choices involved policies within each of the four topic areas Copies of the cards are given in Appendix B

Shuffling the cards before handing them to the respondent ensured that the order of presentation varied across the whole sample and this controlled for order effects in responses Ideally we would also have alternated the left and right hand sides of each card and ensured that an equal number of respondents saw each form of the card However, the interview involved a large number of show cards and it would have been administratively very difficult for the interviewers to handle two versions of the cards for this question The pattern of results shows that on some cards the left hand policy was preferred and on other cards the right hand policy suggesting that it was the policies themselves and not where they appeared on the cards that determined choices

4 Preferences among policy packages

In this section there were five cards used for each topic Because the problems of design and the questioning methods used were the same for each topic, housing is the only one described in detail

The five housing cards each represented one of the five possible Structure Plan themes (e g conservation, growth, etc) On each card were written the four to six policies that are the main elements of the theme The respondent was asked to read through all five housing cards, to choose the set of policies he preferred and to give reasons for the choice The main difficulty for the respondent was the amount of information to be read and understood in order to make a choice This form of questioning was undertaken experimentally because it was important to the Planners to understand people's

preferences for groups of policies and not just for policies when considered as separate items It is the interrelationship between policies that is vital in the policy packages and despite the problems in asking respondents to make such a difficult choice the information was thought worth trying to get

In practice this form of questioning was a qualified success Most respondents were able to make a choice and their reasons suggested that they had read and understood the cards But most of them made their choice on the basis of liking one or two particular policies within a package and did not mention support for its underlying aim, which they may or may not have identified To the extent that respondents selected a preferred package only on the basis of individual policies, then asking the question in this way has not provided much more information than was gained when the separate policies were asked about earlier in the interview The answers provide internal support and validity for the policy choices but it is not clear how far, or whether, respondents were reacting to the total packages or just to particular elements within them

There were four topic areas to be covered in this section of the interview but because each one involved the respondent in reading through five fairly detailed cards it was decided that only two topics should be considered during the interview and the remaining two should be left as self-completion booklets to be filled in later and returned to SCPR in a reply paid envelope

The four topics result in six possible pairs

housing and environment

housing and economy

housing and transport

environment and economy

environment and transport

economy and transport

Each respondent was asked about one pair of topics during the interview in such a way as to ensure that each pair was asked about approximately the same number of times across the whole sample The pair of topics to be asked about was noted against each address on the interviewer's assignment Also, within each pair the order of asking was rotated The pair of topics not asked about during the interview were left as self completion booklets In this way every respondent was about each topic Although the choices were not easy to make, 85% of respondents returned their self-completion booklets indicating a high level of interest (In order to produce tabulations in time for the report it was necessary to have a 'cut off' date for the return of the booklets although more have been received since then, these will be included in a methodological study of the findings being carried out within SCPR) By asking the question in the two situations - during the interview and as a self-completion exercise - it has been possible to examine differences in preference between the two questioning approaches and to assess the effects of time on preferences

Each policy package was identified by a code letter on the card as follows

Code	Letter by which package is known to the Planning Department	Brief summary of the main aims of the package
G	A	continuing as at present
L	B	conservation
N	C	growth, expansion
S	D	helping people & areas in need
R	E	making sparing use of resources

Appendix B contains copies of all cards and an example of a self-completion booklet

5 Preference among theme statements

Near the end of the interview respondents were asked to rank the five themes that represented the ways in which the county could develop in the future Each theme was written as a single statement on a separate card (see Appendix B for copies of the cards) These cards were also given identifying code letters but different letters from those used to identify the policy packages discussed above Using different letters prevented respondents from making their choices consistent simply by selecting the same code letter The code letters used were

P = (A)
J = (B)
F = (C)
K = (D)
W = (E)

6 Classification questions

Classification questions asked at the end of the interview covered a wide range of background information about the respondent and the household

A copy of the questionnaire used is included in Appendix B

DATA COLLECTION

Pilot stage

24 pilot interviews were carried out by three interviewers (all members of the Centre for Sample Surveys (CSS) regular panel) between 25th January and 2nd February, 1977. 10 interviews were carried out in York and seven each in Knaresborough and Malton. The three pilot interviewers were personally briefed by the researcher responsible for the project and a de-briefing was also held. Members of the Planning Team attended the de-briefing at which the questionnaire was discussed in detail by the sponsors, the researcher and the interviewers. The interviewers also submitted written reports on their work.

The pilot showed that the questionnaire was too long, taking on average one hour and a quarter to administer. Several questions were therefore amended or omitted and the policy preference section of the interview was reduced from five main questions to four. Also as a result of the pilot it was decided to divide the policy package questions between the personal interview and self-completion booklets.

Structure of the pilot sample

		York	Knares-borough	Malton	Total
SEX	male	5	4	2	11
	female	5	3	5	13
AGE	-25	2	3	3	8
	25-44	4	3	2	9
	45+	4	1	2	7
MARITAL STATUS	single	1	-	1	2
	married	9	7	6	22
HOUSEHOLD STATUS	head	4	4	2	10
	housewife	5	3	4	12
	other	1	-	1	2
SOCIAL CLASS GROUP	ABC1	4	2	2	8
	C2DE	6	5	5	16
	TOTAL	10	7	7	24

Main stage fieldwork

2,000 addresses were issued, fieldwork was carried out between 23rd February and 18th April 1977

Advertisements for interviewers were placed in the Yorkshire Post in mid-January and in two Scarborough papers in early February, 1977 The advertisements yielded 107 enquiry letters Application forms were completed and returned by 84 of those who enquired From the 54 applicants invited for a selection interview 36 were recruited to work on the survey Recruiting interviews were carried out by senior members of the CSS administrative staff at the Leeds Office

Two main briefing conferences were held at the Leeds Office on February 22nd and 23rd Both were conducted by the researcher responsible for the project with senior members of CSS present Each briefing included a short talk from members of the Planning Department who described the background to the survey Each briefing was attended by 23 interviewers.

Two one-day training schools were held at the Leeds Office on 24th and 25th February The first school was attended by 18 interviewers and the second by 13 Both schools were conducted by CSS staff

The interviewing panel was made up of 14 members of the regular CSS panel, and one non panel interviewer who had worked for the Centre before and 32 new recruits

37 of the interviewers were supervised, including all new recruits and some panel members Of the 10 who were not supervised, 6 were panel members and four were Project Supervisors Checks for completeness, accuracy and legibility were made on the work of 44 interviewers carrying out interviews on this project Of the 3 interviewers whose work was not checked, one was a Project Supervisor and two did very little work and all of it under supervision All checks were carried out in March A total of 210 questionnaires were checked at this stage, 15% of all interviews achieved

Personal recall checks were carried out on 42 batches of work, a total of 334 addresses This represents an attempted check on 16 7% of all issued addresses 258 addresses were successfully checked (12 9%) The recall checks were carried out by the Project Supervisors None of the checks raised any doubts about the quality of the work carried out No postal check was carried out, principally because the survey included a self-completion component which involved sending two reminders if the postal booklet was not returned

Since the interviewing had to be completed in a short time only a limited amount of reissuing was carried out A total of 90 unproductive addresses (spread over 5 of the 10 survey areas) was reissued and at 14 (16%) of these interviews were achieved

Response

Of the 2,000 addresses issued, 1,899 (94 5%) were found to be in scope, and at these 1,899 addresses 1,380 interviews were achieved (a response rate of 73 1%) Only 1,358 questionnaires were however accepted for analysis thus giving an effective response rate of 71 9%

The pattern of non-response is summarised below

	number	%
Total non response	509	100
Reasons for non-response (summary)		
- refusal (including broken appointment)	315	62
- non contact (including those away)	126	25
- other reasons	68	13

Response within the ten survey areas varied widely, ranging from 64% in Scarborough District to 84% in Hambleton District The level of response was slightly lower than has been achieved in some recent comparable surveys, mainly the result of a higher than usual refusal rate This can be attributed partly to the need to select one adult for interview at each address rather than interviewing a pre-designated household member, such as the Head of Household or the Housewife To interview a randomly selected adult involves doorstep selection (see sampling section, page 104) and there are indications from other surveys that this can lead to an increase in the refusal rate - at 4 0% of in-scope addresses, people contacted refused to provide the information necessary for selection The length of the interview might also have deterred some prospective respondents - this was reported by several interviewers as, on average, the interview took an hour rather than the planned 45 minutes

A detailed statement of response in total and by survey area is given at the end of this section

Self-completion booklets

Towards the end of the interview, respondents were asked to make a choice of one of five policy packages in each of two topic areas before the interviewer left she placed two self-completion booklets on which the respondent was asked to make a similar choice, at leisure, in each of the two further topic areas The topic areas dealt with in the interview and by self completion were strictly rotated and the order in which the five plans were presented was randomised Respondents were asked to post their completed booklets to SCPR within a week, first and second reminders (the latter with fresh copies of the booklets) were despatched to those who failed to reply within a specified time At the time of writing the statement of response on the self-completion stage is still being compiled but the response rate is over 80%

RESPONSE BY AREA

	STUDY AREAS						DISTRICTS												TOTAL	
	York		Harro-gate		Scar-borough		Craven		Hamble-ton		Harro-gate		Rich-mond-shire		Ryedale		Scar-borough		Selby			
I ADDRESSES	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No.	%	No	%
Issued	500		260		260		140		140		140		140		140		140		140		2000	
Found to be out of scope																						
- vacant/derelict	12		9		4		4		2		4		5		7		14		6		67	
- institution	1		-		3		-		-		1		-		-		4		-		9	
- business premises only	1		1		2		-		-		1		-		-		3		-		8	
- demolished	1		-		-		-		-		-		1		-		-		-		2	
Assumed to be out of scope																						
- not traced	3		2		1		-		-		15		2		-		1		1		25	
Total out of scope	18		12		10		4		2		21		8		7		22		7		111	
Total in scope	482		248		250		136		138		119		132		133		118		133		1889	
II ELIGIBLE PERSONS																						
Total at in scope addresses	482	100	248	100	250	100	136	100	138	100	119	100	132	100	133	100	118	100	133	100	1889	100
Interviewed	355	74	167	67	163	65	111	82	116	84	83	70	99	75	113	85	76	64	97	73	1380	73.1
Q'naire rejected in analysis	9	2	3	1	-	-	2	1	-	-	1	1	1	1	3	2	-	-	3	2	22	1 2
Q'naire accepted for analysis	346	72	164	66	163	65	109	80	116	84	82	69	98	74	110	83	76	64	94	71	1358	71 9
Not interviewed	127	26	81	33	87	35	25	18	22	16	36	30	33	25	20	15	42	36	36	27	509	26 9
Reasons for non-response																						
- personal refusal	47	10	34	14	25	10	7	5	6	4	17	14	10	8	11	8	10	8	8	6	175	9 3
- no contact with anyone	10	2	9	4	19	8	5	4	4	3	10	8	7	5	1	1	7	6	4	3	76	4 0
- complete refusal of information about persons at address	19	4	11	4	16	6	6	4	7	5	2	2	6	5	-	-	3	3	6	5	76	4 0
- senile/incapacitated	17	4	3	1	7	3	2	1	1	1	2	2	2	2	2	2	8	7	5	4	49	2 6
- refusal on behalf of selected person by someone else in household	12	2	6	2	5	2	3	2	4	3	2	2	1	1	1	1	4	3	1	1	39	2 1
- away/in hospital	3	1	5	2	6	2	1	1	-	-	1	1	1	1	4	3	3	3	5	4	29	1 5
- broke appointment & could not be recontacted	7	1	8	3	1	Ø	-	-	-	-	1	1	4	3	-	-	3	3	1	1	25	1 3
- selected person not contacted	7	1	2	1	4	2	1	1	-	-	-	-	1	1	1	1	1	1	4	3	21	1 1
- ill (at home)	4	1	2	1	2	1	-	-	-	-	-	-	-	-	-	-	3	3	2	2	13	0 7
- could not speak adequate English	-	-	-	-	1	Ø	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0 1
- other reasons for no interview	1	Ø	1	Ø	1	Ø	-	-	-	-	1	1	1	1	-	-	-	-	-	-	5	0 3

Ø = less than 0.5%

DATA PREPARATION

All questionnaires were booked in as they came in from the field and were sent to CSS data processing staff for clerical editing and coding Listings of verbatim responses to all open ended questions on 75 questionnaires were used by the researcher on the project to draw up coding frames Care was taken that the questionnaires used for listings came from all parts of the County to ensure that a wide range of views could be taken into account when preparing the coding frames Draft coding frames were discussed with the sponsor and some minor amendments made The agreed coding frames were then included in a complete set of editing and coding instructions that were written out by the coding department and agreed by the researcher This complete set of instructions was used for the clerical edit and coding of all questionnaires

The data were then transferred to 80 column punched cards with four cards for each record Three cards were used for the questionnaire and the fourth for the self-completion booklets The cards were submitted to a computer edit procedure designed to check that a valid code was punched in each column, that no invalid codes were punched and ensured that all filters were both positively and negatively checked

Weighting

Weighting was required to equalise the selection probability of adults at each address because only one adult had been selected at random for interview at each address whereas the address had been selected with probability proportionate to the number of electors resident there (see page 104 of the sampling section) It was necessary to weight each interview by

$$\frac{\text{the number of eligible adults at the address}}{\text{the number of electors at the address}}$$

Information on both the number of adults aged 16+ and the number of electors at the address had been recorded on the questionnaire (electors on card 1, columns 9-10 and adults on card 1, columns 11-12)

Interviews had been allocated among the 10 survey areas in proportions that did not exactly reflect the proportions of adults aged 16+ in each area This was corrected by applying a weight to bring the sample of adults in each area back to its correct proportion of the total number of adults in the county The weights were calculated to bring the weighted sample to the same total size as the unweighted sample The figures below show what weights were used

Area	Estimated population 16+ (mid 1975)	%	Number of interviews (actual)	Number of interviews (weighted)	Weights
York Inset Area	115,573	24 89	346	339	0 98
Harrogate Inset Area	62,245	13 40	164	182	1 11
Scarborough Inset Area	45,373	9 77	163	132	0 81
(Districts)					
Craven	34,689	7 47	109	101	0 93
Hambleton	49,008	10 55	116	144	1 24
Harrogate	29,519	6 36	82	86	1 05
Richmondshire	28,053	6 04	98	82	0 84
Ryedale	31,132	6 70	110	91	0 83
Scarborough	27,424	5 91	76	81	1 06
Selby	41,340	8 90	94	121	1 29
Total	464,356		1,358	1,359	

The final weight for each record involved multiplying the 'area' weight by the 'person' weight to produce the final weighted sample, which is as follows

Area	Final weighted sample
York Study Area	339
Harrogate Study Area	180
Scarborough Study Area	133
(Districts)	
Craven	105
Hambleton	148
Harrogate	86
Richmondshire	88
Ryedale	94
Scarborough	91
Selby	127
Total	1,391

ANALYSES

The analysis specification was designed by SCPR and agreed by the Planning Team All questions were analysed in total and by a series of standard breaks including the 10 survey areas and the five theme preferences Other breaks were applied selectively - for example, tenure to housing questions, activity status to questions on employment

The tabulations consisted of a weighted and an unweighted holecount, a detailed set of tables to meet the specification and a number of cross-tabulations All tables showed both raw scores and percentages, they were based on the weighted sample but unweighted bases were also shown

The Planning Department has a complete set of the computer output for the project and also a data tape

APPENDICES

APPENDIX A SAMPLE STRUCTURE

	Sample	
	Unweighted	Weighted
	1358	1391
AREA	%	%
Study Areas		
York	25	24
Harrogate	12	13
Scarborough	12	10
Districts		
Craven	8	8
Hambleton	9	11
Harrogate	6	6
Richmondshire	7	6
Ryedale	8	7
Scarborough	6	7
Selby	7	9
SOCIO-ECONOMIC GROUP		
Professional and managerial, SEG 1, 2, 3, 4, 13	28	29
Other non manual, SEG 5, 6	16	16
Skilled manual, SEG 8, 9, 10, 14	32	32
Semi and unskilled manual, SEG 7, 10, 11, 15	19	19
Other, SEG 16, 17, 18	5	5
ANNUAL NET HOUSEHOLD INCOME		
Up to £1,000	6	5
£1,000 - £1,999	14	13
£2,000 - £2,999	17	17
£3,000 - £3,999	18	18
£4,000 - £4,999	11	11
£5,000 - £5,999	7	7
£6,000 - £6,999	4	4
£7,000 - £7,999	2	2
£8,000 or more	5	5
Not stated	17	18

APPENDIX A SAMPLE STRUCTURE (continued)

	Sample	
	Unweighted	Weighted
CAR OWNERSHIP	%	%
No car	33	32
One car	50	50
Two or more cars	16	18
SEX		
Male	45	45
Female	55	55
AGE		
16 - 24	12	14
25 - 44	18	18
45 - 54	16	17
55 - 64	17	17
65+	16	15
Not stated	20	19
HOUSEHOLD STATUS		
Head of household	40	38
Housewife	38	38
Both head and housewife	10	9
Other	13	15
TENURE		
Owner occupied	61	61
Council rent	21	21
Rent privately	11	11
Other	5	6
LENGTH OF RESIDENCE IN THE AREA		
Less than 1 year	3	3
1 but less than 5 years	12	12
5 but less than 10 years	11	11
10 but less than 20 years	20	20
20 years or more	51	51
Not stated	1	1

APPENDIX A SAMPLE STRUCTURE (continued)

	Sample	
	Unweighted	Weighted
ACTIVITY STATUS	%	%
Working full-time (31+ hours a week)	42	43
Working part-time (8 - 30 hours a week)	13	14
Seeking work	2	2
Retired/sick	15	14
'Non working' housewife	24	24
Full-time student	2	3
Other	1	1

NOTE Due to rounding, percentages may not add up to 100

APPENDIX B

- QUESTIONNAIRE
- RESPONDENT SELECTION SHEET
- LETTER OF INTRODUCTION
- REMINDER LETTER
- EXAMPLE OF SELF-COMPLETION BOOKLET
- SHOW CARDS

  Policy Cards

  Policy Choices

  Policy Package Cards

  Statement Cards

  Other Cards

SOCIAL & COMMUNITY PLANNING RESEARCH | CENTRE FOR SAMPLE SURVEYS LTD.

16, Duncan Terrace, London, N.1 8BZ Tel 01-278 6943

P 457 Feb /March 1977

NORTH YORKSHIRE STRUCTURE PLAN SURVEY

	Col / Code	Skip to
P 457 Record Number Card 1	(1-3) (4-7) (8)	
Number of electors at address (from S I S)	(9-10)	
Number of eligible people at address (from R S S)	(11-12)	

RESPONDENT SERIAL NUMBER (13-15) (Area) (16-17) (Address)

Time interview started (WRITE IN) _____

1a) How long have you been living at this address? RECORD BELOW UNDER (a)

IF LESS THAN 20 YEARS AT (a)

b) And how long have you been living here at (NAME AREA)?
RECORD IN GRID UNDER (b)

	(18) (a) Address	(19) (b) Area
Less than 1 year	1	1
1 year but less than 5 years	2	2
5 years but less than 10 years	3	3
10 years but less than 20 years	4	4
20 years or more	5	5

→ Q 2

Card 1

		Col./ Code	Skip to
	ASK ALL		
2a)	How would you describe the area around here as a place to live? Is it READ OUT	(20)	
	a very pleasant place	1	
	a fairly pleasant place	2	
	not a very pleasant place	3	
	or, not at all a pleasant place to live in?	4	
b)	What makes it a pleasant place to live in/not a very pleasant place to live in? (PROBE FULLY AND RECORD ANSWER FULLY BELOW)	(21)	
	a pleasant place (codes 1-2)	(22)	
	not a pleasant place (codes 3-4)	(23)	
		(24)	
	ASK ALL		
3a)	Do you own or rent your home here? RECORD RESPONSE IN GRID BELOW UNDER (a) 'PRESENT'		
b)	And did you own or rent the home you had before you moved to your present address? RECORD RESPONSE IN GRID BELOW UNDER (b) 'PAST'		
c)	And now thinking of what you would prefer, if you could choose, would you prefer to own or to rent your home? RECORD IN GRID UNDER (c) 'PREFER'	(25-27)	

	(a) Present	(b) Past	(c) Prefer
Owner occupied (loan or mortgage)	1	1	1
Rent from Council	2	2	2
Rent privately (furnished)	3	3	3
Rent privately (unfurnished)	4	4	4
Not applicable e g always lived at this address or previously lived with other household	-	5	-
Other (SPECIFY)_____	6	6	6

Card 1

		Col./ Code	Skip to
ASK ALL			
Do you have a job, either full or part time?		(28)	
	Yes, full time (31+ hours a week)	1	
	Yes, part time (8-30 hours a week)	2	
RING ONE CODE ONLY	No paid employment		
	seeking work	3	
	retired/sick	4	
	'non working' housewife	5	Q.5a)
	full time student	6	
	Other (SPECIFY)_____	7	
IF WORK FULL OR PART TIME (CODES 1 OR 2 RINGED AT a)		(29)	
b) Can I just check is the place where you work in North Yorkshire, or outside it?	In North Yorks	1	
	Outside North Yorks	2	
IF NOT SURE, RECORD NAME OF TOWN/VILLAGE BELOW			
_____			
ASK ALL			
Thinking about opportunities for people like yourself to find work within a reasonable journey time, would you say that the job opportunities are ..READ OUT..	very satisfactory,	(30) 5	Q.6
	..fairly satisfactory,	4	
	...not very satisfactory,	3	
	or, not at all satisfactory?	2	
	Not looking for work	1	Q 6
Other Not Applicable (WRITE IN)_____		0	Q 6
IF FAIRLY/NOT VERY/NOT AT ALL SATISFACTORY (CODES 2-4 AT a)		(31)	
b) Are the job opportunities not very satisfactory because of the general employment problem facing the whole country, or are there particular reasons that make it difficult to find jobs in this area?	A general problem	1	Q.6
	A particular problem	2	
	Both general and particular	3	
	Don't know	4	Q.6
IF 'A PARTICULAR PROBLEM' OR 'BOTH GENERAL AND PARTICULAR' AT b)		(32)	
c) What is the main problem with employment in this area? RECORD ANSWER BELOW			

Card 1

ASK ALL

And now I'd like to ask about your regular day-to-day travel around the area

			Col./ Code	Skip to
			(33)	
6	Do you, or does your household, own or have the regular use of a car or a van? IF YES, ESTABLISH WHETHER ONE CAR OR MORE AND CODE APPROPRIATELY	No car	1	Q 7
		One car	2	
		2+ cars	3	

ASK ALL

			(34)	
7	And how often do you use the local bus service	READ OUT every day?	1	
		several times a week?	2	
		about once a week?	3	
		Less often than once a week?	4	
		Never use the bus service	5	

8 Now I'm going to read out some aspects of travelling about the area and for each one I'd like you to tell me how important it is to you to improve the present situation in this part of North Yorkshire

HAND CARD 'A' TO RESPONDENT

READ OUT

(35-42)

	Very important	Important	Not important	Don't know	Not applicable
the train service?	4	3	2	1	0
the bus service?	4	3	2	1	0
. major roads?	4	3	2	1	0
. minor roads?	4	3	2	1	0
town centre roads?	4	3	2	1	0
parking facilities?	4	3	2	1	0
..facilities for cyclists?	4	3	2	1	0
facilities for pedestrians?	4	3	2	1	0

9a) And now I'd like to ask about shopping. About how often do you yourself go shopping for food each week?

(43)

WRITE IN NUMBER OF TIMES A WEEK

IF NO SHOPPING DONE ENTER '00' IN BOX & GO TO Q.10

IF SHOPPING DONE ONCE OR MORE A WEEK

	b) How would you describe the places where you usually go to buy food, including shops, markets and mobile shops? Are they. READ OUT		(44)	
		very satisfactory	4	Q.1
		fairly satisfactory	3	
		not very satisfactory	2	
		or, not at all satisfactory?	1	

IF 'FAIRLY'/'NOT VERY'/'NOT AT ALL' SATISFACTORY, CODES 1-3 RINGED

b) What is the main problem with the places where you go to buy food? RECORD ANSWER BELOW

(45)

Probe Anything else?

(46)

Card 1

			Col./ Code	Skip to
	ASK ALL		(47)	
10a)	Do you get any tourists and visitors around this town/village, that is, at any time of the year?	Yes	1	
		No	2	f)
	IF YES AT a) ASK b) AND c)		(48)	
	b) Do you get a lot of tourists and visitors round here, or just a few?	A lot	1	
		Just a few	2	
			(49)	
	c) Would you say that the number of tourists and visitors coming to this town/village has increased over the past 5 years or not?	Yes, increased	1	
		No, not increased	2	f)
		Don't know	3	f)
	IF YES, INCREASED AT c) ASK d) AND e)		(50)	
	d) Would you say that the increase in tourism is a good thing for this town/village or not a good thing?	A good thing	1	
		Not a good thing	2	
	e) Why is that? PROBE FULLY AND RECORD ANSWER FULLY BELOW			
	A good thing		(51)	
	. . . GO TO Q 11			
	Not a good thing		(52)	
	. . . . . GO TO Q.11			
	IF NO TOURISTS OR IF NUMBER OF TOURISTS HAS NOT INCREASED, CODE 2 AT a) OR CODES 2 OR 3 AT c)		(53)	
	f) Would it be good for this area if tourism increased here?	Yes	1	
		No	2	
	g) Why is that? PROBE FULLY AND RECORD ANSWER FULLY BELOW			
	Yes, a good thing		(54)	
	Not, not a good thing		(55)	

Card 1

ASK ALL

		Col./ Code	Skip to
11	And now a question on sports and leisure Here is a card with a list of leisure activities that people do away from home. HAND CARD 'B' TO RESPONDENT I'd like you to go through each item on the list and tell me if you take part in or go out and watch any of these activities nowdays	(56)	

	Take part in /watch	Do not take part in/ watch
1 Play outdoor sports, such as rugby, football, tennis, cricket, hockey	1	A
2 Watch outdoor sports, such as rugby, football, tennis, cricket, hockey	2	A
3 Play indoor sports, such as badminton, squash, table tennis	3	A
4 Play golf	4	A
5. Go to a swimming pool	5	A
6. Take part in motor sports, such as car and motor cycle events	6	A
7 Take part in air sports, such as flying and gliding	7	A
8 Watch horse racing	8	A
9 Go for walks in the country	9	A
10. Go for drives and picnics in the country	0	A

Card 1

Col./ Code	Ski to

Policies

ASK ALL

INTRODUCTION Up to now we've been talking about your neighbourhood but now I'd like you to think of North Yorkshire as a whole The County Council must plan for the next 10 years or so and we would like to know what you think about some of the changes that might take place in things like housing, employment and travelling about the area

12a) Let's take housing first On these cards are written some of the changes that could take place (HAND SMALL BLUE HOMES CARDS, SHUFFLED, TO RESPONDENT) Would you read through the cards and sort them into two piles those changes that you would like to see happen in North Yorkshire and those changes you either don't care about or would not like to see happen (SET OUT 'CHANGES WANTED' AND 'CHANGES NOT WANTED' HEADING CARDS, AND LET RESPONDENT PLACE THE SMALL CARDS ON ONE OR THE OTHER HEADING CARD)
RECORD CHOICES IN GRID UNDER (a)

HOMES	Code	(a) Changes NOT wanted	(a) Changes wanted	(b-d) Rank (WRITE IN)	
1 Council renting	H701	5	6		(57)
2 Homes to buy	H802	5	6		(58)
3 Homes in the country	H903	5	6		(59)
4 Suburban homes	H104	5	6		(60)
5 Homes in towns	H205	5	6		(61)
6 Larger homes	H306	5	6		(62)
7 Smaller homes	H407	5	6		(63)
8. Homes for the elderly	H508	5	6		(64)
9 Homes for local people	H609	5	6		(65)
10 Improve existing homes	H710	5	6		(66)
11 Land saving	H811	5	6		(67)
12 Second homes	H912	5	6		(68)

IF NO CHANGES WANTED GO TO Q 13

IF ONE CHANGE WANTED GO TO e)

IF MORE THAN ONE CHANGE WANTED

b) Which one of the changes that you would like to take place would you most like to see happen? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN TWO CHANGES WANTED OTHERWISE GO TO e)

c) And which one next? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN THREE CHANGES WANTED OTHERWISE GO TO e)

d) And which one next? RECORD RESPONSE IN GRID ABOVE

Card 1

		Col./ Code	Skip to
12	IF ONE OR MORE CARDS 'WANTED' OTHERWISE GO TO Q.13		
	e) Why is this (INDICATE FIRST CHOICE CARD) the change you would most like to see made? RECORD ANSWER BELOW Probe Anything else?	(6⁰)	
3	CHECK 'NOT WANTED' CARDS IF NONE, GO TO Q 14 IF ONE, RECORD CODE NUMBER IN BOXES BELOW AND ASK b) IF MORE THAN ONE 'NOT WANTED' CARD AT Q.12a)		
	a) Turning now to the changes you would not like to see take place (HAND RESPONDENT THE 'NOT WANTED' CARDS) which one would you least like to see happen in North Yorkshire? (70-71) RECORD CODE NUMBER H [ ][ ][ ] Don't know/Can't say	X	Q.14
	b) Why would you not want this change to take place? RECORD ANSWER BELOW Probe Anything else?	(72)	

REMOVE HOUSING CARDS

Spare	(73-80)
P.457	(1-3)
Record Number	(4-7)
Card 2	(8)

Card 2

ASK ALL

14a) These cards are about changes that could be made to towns and countryside (HAND SMALL GREEN ENVIRONMENT CARDS, SHUFFLED, TO RESPONDENT)
As before, would you read through them and sort them into two piles those changes you would like to see take place in North Yorkshire and those changes you either don't care about or would not like to see happen RECORD RESPONSE IN GRID BELOW UNDER (a)

ENVIRONMENT	Code	(a) Changes NOT wanted	(a) Changes wanted	(b-d) Rank (WRITE IN)	Col./ Code	Skip to
1 Farming	R401	5	6		(9)	
2 Landscape and wildlife	R502	5	6		(10)	
3 Forest and woodland	R603	5	6		(11)	
4 Larger Green Belts	R704	5	6		(12)	
5 Abolish Green Belts	R805	5	6		(13)	
6 Historic buildings	R906	5	6		(14)	
7 Demolish historic buildings	R107	5	6		(15)	
8 More caravan sites	R208	5	6		(16)	
9 Restrict caravan sites	R309	5	6		(17)	
10 Control countryside recreation	R410	5	6		(18)	
11 Countryside recreation	R511	5	6		(19)	
12 Restrict tourism	R612	5	6		(20)	
13 Encourage tourism	R713	5	6		(21)	
14 New tourist areas	R814	5	6		(22)	
15 Large sports centres in towns	R915	5	6		(23)	
16 Sports centres in rural areas	R116	5	6		(24)	

IF NO CHANGES WANTED GO TO Q 15

IF ONE CHANGE WANTED GO TO e)

IF MORE THAN ONE CHANGE WANTED

b) Which one of the changes that you would like to take place would you most like to see happen? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN TWO CHANGES WANTED OTHERWISE GO TO e)

c) And which one next? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN THREE CHANGES WANTED OTHERWISE GO TO e)

d) And which one next? RECORD RESPONSE IN GRID ABOVE

Card 2

		Col./ Code	Skip to
4.	IF ONE OR MORE CARDS 'WANTED' OTHERWISE TO Q 15		
	e) Why is this (INDICATE FIRST CHOICE CARD) the change you would most like to see made? RECORD ANSWER BELOW Probe Anything else?	(25)	
5.	CHECK 'NOT WANTED' CARDS IF NONE GO TO Q 16 IF ONE, RECORD CODE NUMBER IN BOXES BELOW AND ASK b) IF MORE THAN ONE 'NOT WANTED' CARDS AT Q. 14a)		
	a) Turning now to the changes you would not like to see take place (HAND RESPONDENT THE 'NOT WANTED' CARDS) which one would you least like to see happen in North Yorkshire? (26-27) RECORD CODE NUMBER R [ ][ ][ ] Don't know/Can't say	X	Q 16
	b) Why would you not want this change to take place? RECORD ANSWER BELOW Probe Anything else?	(28)	

REMOVE ENVIRONMENT CARDS

Card 2

Col / Code	Skip to

ASK ALL

16a) These cards are about changes to employment (HAND SMALL YELLOW EMPLOYMENT CARDS, SHUFFLED, TO RESPONDENT) Would you read through them and sort them into two piles those changes you would like to see take place in North Yorkshire and those changes you either don't care about or would not like to see happen

RECORD RESPONSE IN GRID BELOW

EMPLOYMENT (JOBS)	Code	(a) Changes NOT wanted	(a) Changes wanted	(b-d) Rank (WRITE IN)	Col / Code
1 More jobs	E001	5	6		(29)
2 Jobs in problem areas	E002	5	6		(30)
3 Wider range of jobs	E103	5	6		(31)
4 Restrict new jobs	E204	5	6		(32)
5 New jobs in large towns	E305	5	6		(33)
6 New jobs in villages	E406	5	6		(34)
7 Jobs near homes	E507	5	6		(35)
8 Restrict office jobs	E608	5	6		(36)
9 Suburban shops	E709	5	6		(37)
10 Large out-of-town shops	E810	5	6		(38)
11 Improve town centre shopping	E911	5	6		(39)
12 Control mining	E112	5	6		(40)
13 Encourage mining	E213	5	6		(41)

IF NO CHANGES WANTED GO TO Q 17

IF ONE CHANGE WANTED GO TO e)

IF MORE THAN ONE CHANGE WANTED

b) Which one of the changes that you would like to take place would you most like to see happen? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN TWO CHANGES WANTED OTHERWISE GO TO e)

c) And which one next? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN THREE CHANGES WANTED OTHERWISE GO TO e)

d) And which one next? RECORD RESPONSE IN GRID ABOVE

Card 2

		Col./ Code	Skip to
16	IF ONE OR MORE CARDS 'WANTED' OTHERWISE GO TO Q. 17		
	e) Why is this (INDICATE FIRST CHOICE CARD) the change you would most like to see made?	(42)	
	RECORD ANSWER BELOW		
	Probe Anything else?		
17	CHECK 'NOT WANTED' CARDS IF NONE, GO TO Q. 18		
	IF ONE, RECORD CODE NUMBER IN BOXES BELOW AND ASK b)		
	IF MORE THAN ONE 'NOT WANTED' CARD AT Q. 16a)		
	a) Turning now to the changes you would not like to see take place (HAND RESPONDENT THE 'NOT WANTED' CARDS) which one would you least like to see happen in North Yorkshire? (43-44)		
	RECORD CODE NUMBER E [ ][ ][ ]		
	Don't know/Can't say	X	Q.18
	b) Why would you not want this change to take place?	(45)	
	RECORD ANSWER BELOW		
	Probe Anything else?		

REMOVE EMPLOYMENT CARDS

Card 2 | Col./ Code | Skip to

ASK ALL

18a) And last in this section are the changes to do with travelling about the area (HAND SMALL PINK TRANSPORT CARDS, SHUFFLED, TO RESPONDENT) Would you read through them and sort them into two piles those changes you would like to see take place in North Yorkshire and those changes you either don't care about or would not like to see happen RECORD RESPONSE IN GRID BELOW

TRANSPORT	Code	(a) Changes NOT wanted	(a) Changes wanted	(b-d) Rank (WRITE IN)	Col./ Code	Skip to
1 Improve bus services	T301	5	6		(46)	
2 Improve existing roads	T402	5	6		(47)	
3 Pedestrianisation	T503	5	6		(48)	
4 More carparks	T604	5	6		(49)	
5 Restrict parking	T705	5	6		(50)	
6 Heavy lorries	T806	5	6		(51)	
7 Bus priority	T907	5	6		(52)	
8 Improve rail services	T108	5	6		(53)	
9 New roads	T209	5	6		(54)	

IF NO CHANGES WANTED GO TO Q 19

IF ONE CHANGE WANTED GO TO e)

IF MORE THAN ONE CHANGE WANTED

b) Which one of the changes that you would like to take place would you most like to see happen? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN TWO CHANGES WANTED OTHERWISE GO TO e)

c) And which one next? RECORD RESPONSE IN GRID ABOVE

IF MORE THAN THREE CHANGES WANTED OTHERWISE GO TO e)

d) And which one next? RECORD RESPONSE IN GRID ABOVE

Card 2

		Col./ Code	Skip to
18	IF ONE OR MORE CARDS 'WANTED' OTHERWISE GO TO Q.19		
	e) Why is this (INDICATE FIRST CHOICE CARD) the change you would most like to see made?	(55)	
	RECORD ANSWER BELOW		
	Probe Anything else?		
19	CHECK 'NOT WANTED' CARDS IF NONE, GO TO Q. 20		
	IF ONE, GO TO b)		
	IF MORE THAN ONE 'NOT WANTED' CARD AT Q.18a)		
	a) Turning now to the changes you would not like to see take place (HAND RESPONDENT THE 'NOT WANTED' CARDS) which one would you least like to see happen in North Yorkshire? (56)		
	RECORD CODE NUMBER T [ ][ ][ ]		
	Don't know/Can't say	X	Q. 20
	b) Why would you not want this change to take place?	(57)	
	RECORD ANSWER BELOW		
	Probe Anything else?		

REMOVE TRANSPORT CARDS AND REMOVE 'HEADING' CARDS

Card 2/3

Col./ Code	Skip to
(58-77)	

ASK ALL

INTRODUCTION When planning the long-term future of an area there are usually several plans to choose from We would like your views on some of the possibilities for North Yorkshire

HAND RESPONDENT ONE OF THE WHITE 'CHOICE' CARDS FROM THE SET OF 10, SHUFFLED

20 On the whole, which one of these would you prefer to see happen? Do you feel strongly about this or not strongly? REPEAT Q 20 FOR EACH CARD RING ONE CODE IN GRID FOR EACH CARD

		Strongly prefer	Prefer	D K
1 Improve roads and parking	A	1	2	3
Resist demolition	B	1	2	
2 Protect National Park areas	A	1	2	3
Allow more jobs in National Park areas	B	1	2	
3 Encourage visitors	A	1	2	3
Protect farm land	B	1	2	
4 Slightly improve living conditions for all	A	1	2	3
Big increase in living conditions for those who need it	B	1	2	
5 Large out-of-town stores	A	1	2	3
Maintain existing shopping centres	B	1	2	
6 Improve roads for private motorists	A	1	2	3
Maintain and improve bus and train services	B	1	2	
7 Protect historic buildings	A	1	2	3
Provide modern facilities	B	1	2	
8 Allow housing development in the countryside	A	1	2	3
Restrict housing development in the countryside	B	1	2	
9 Allow new homes to have large gardens	A	1	2	3
Restrict new homes from having large gardens	B	1	2	
10. Prevent decline of village shops	A	1	2	3
Restrict housing development in rural areas	B	1	2	

Spare	(78-80)
P.457	(1-3)
Record Number	(4-7)
Card 3	(8)

Card 3

Col./ Code	Skip to
(9-12)	

ASK ALL

* RING THE CODES FOR THE TWO TOPICS, AND THE ORDER OF ASKING, AS GIVEN ON THE SAMPLE ISSUE SHEET, IN THE BOX BELOW

Ask about →	First	Second
Homes H	1	2
Environment E	1	2
Transport T	1	2
Economy (Jobs) J	1	2

a) These cards describe some of the things the County Council could do when planning for the County's housing needs, roads, and so on. Would you read through the cards for (NAME TOPIC TO BE EVALUATED FIRST) and tell me which one you think would be the best for North Yorkshire?
HAND RESPONDENT THE 5 APPROPRIATE TOPIC CARDS, SHUFFLED

ALLOW RESPONDENT TIME TO READ THROUGH THE CARDS

RING CODE FOR PREFERRED PLAN IN GRID BELOW

b) Why do you think this plan would be best?
RECORD RESPONSE IN APPROPRIATE SPACE ON NEXT PAGE

REPEAT (a) AND (b) FOR BOTH TOPICS TO BE EVALUATED

(13-16)

	PLAN					
	G	L	N	S	R	DK
Homes H	1	2	3	4	5	6
Environment E	1	2	3	4	5	6
Transport T	1	2	3	4	5	6
Economy (Jobs) J	1	2	3	4	5	6

Card 3

		Col./ Code	Skip to
21	RECORD RESPONSES TO Q 21b) BELOW		
	Housing (H)	(17)	
	Environment (E)	(18)	
	Transport (T)	(19)	
	Economy (J)	(20)	

Card 3

Col./ Code	Skip to

ASK ALL

'2 Here are 5 statements about the way in which North Yorkshire could develop. (HAND THE 5 'STATEMENT' CARDS, SHUFFLED, TO RESPONDENT)

a) In which general direction would you most like to see North Yorkshire develop? RECORD FIRST CHOICE IN GRID BELOW

b) And which next? RECORD SECOND CHOICE IN GRID BELOW

c) And which next? RECORD THIRD CHOICE IN GRID BELOW

d) And which would you least like to see happen? RECORD 5th CHOICE IN GRID BELOW

RECORD REMAINING CHOICE AS 4th IN GRID BELOW (21-25)

		CHOICE				
		1st	2nd	3rd	4th	5th
Statement	P	1	2	3	4	5
	J	1	2	3	4	5
	F	1	2	3	4	5
	K	1	2	3	4	5
	W	1	2	3	4	5

MAKE SURE ONE CHOICE IS RECORDED FOR EACH STATEMENT

A DIFFERENT CHOICE MUST BE RINGED FOR EACH STATEMENT

	CLASSIFICATION		Card 3	Col./ Code	Sk to
				(26)	
1	SEX OF RESPONDENT		Male	1	
			Female	2	
				(27)	
2	HOUSEHOLD STATUS OF RESPONDENT		Head of household	1	
			Housewife	2	
			Head of household and housewife	3	
			Other adult	4	
				(28)	
3	RESPONDENT'S AGE LAST BIRTHDAY		16 - 24	1	
			25 - 34	2	
	EXACT AGE (WRITE IN)		35 - 44	3	
			45 - 54	4	
			55 - 64	5	
			65+	6	
				(29)	
4	MARITAL STATUS OF RESPONDENT		Single	1	
			Married	2	
			Widowed	3	
			Divorced/separated	4	
				(30-35)	
5	HOUSEHOLD COMPOSITION		Number of children aged 0-4		
			Number of children aged 5-15		
			Number of adults aged 16-59		
			Number of adults aged 60+		
			Total number of people in the household (including respondent)		
6.	SEG OF HEAD OF HOUSEHOLD (present or last main paid job)				
	Name/title of job				
	Description of activity				
	Skill/training/qualifications/experienced required for job				
	Supervision/management responsibilities(inc.no of people supervised)				
	Industry/business/profession (of employer)				
	No. of people employed at place of work				
	Employment status		Employee	1	
			Self-employed	2	
7	TOTAL HOUSEHOLD INCOME BEFORE DEDUCTIONS		0 U.O		(36-37)
			SHOW CARD AND RECORD CODE ONLY		(38)

Card 3

Col./ Code	Skip to

PLACEMENT OF BOOKLETS

ASK ALL

We have been talking about plans for____ and____(NAME TOPICS ALREADY EVALUATED AT Q 21) in North Yorkshire Now we would like to leave two booklets with you then you can choose, in your own time, which plan you think would be best, first for____ and then for____(NAME TWO REMAINING TOPICS) in North Yorkshire (39)

RING CODES FOR THE TWO REMAINING TOPICS

Homes	1
Environment	2
Transport	3
Economy/Jobs	4

SHOW ONE OF THE TWO BOOKLETS FOR THE TWO REMAINING TOPICS

Take this booklet first, dealing with____(NAME TOPIC) On each page of the booklet are listed some of the things the County Council could do when planning for the County's____(NAME TOPIC) The Council can choose only one of the five plans listed Please read through the five plans then in the last page of the booklet, tick the one you think would be best And tell us why you think the one you have chosen would be best and what, if anything, you dislike about the plan you have chosen

NOW SHOW THE SECOND OF THE TWO BOOKLETS

This booklet deals with____(NAME TOPIC) Please read through the five plans in this booklet as well, choose the one you think would be best, and fill in the last page

NOW ENTER THE RESPONDENT'S SERIAL NUMBER ON THE FRONT AND BACK PAGES OF BOTH BOOKLETS (40)

NOW CONFIRM THAT — Serial number entered on front and back pages of both booklets placed

Yes	1
No	2

NOW ENTER THE LAST DAY OF POSTING (seven days after the date of interview) ON THE FRONT PAGE OF BOTH BOOKLETS

HAND OVER BOOKLETS AND, IF NECESSARY, SHOW THE RESPONDENT HOW TO FILL IN THE LAST PAGE (41)

RING CODE FOR THE TWO BOOKLETS PLACED

Homes (blue - H)	1
Environment (green - E)	2
Transport (pink - T)	3
Economy (Jobs) (yellow - J)	4
Placement refused (GIVE REASONS)	5

HAND OVER REPLY-PAID ENVELOPE

When you have looked through the booklets and filled in the back page, please return both the booklets to us in this reply-paid envelope

Card 3 | Col./ Code | Skip to

(i) Number of times respondent has been asked to give any social or market research interviews within the past 12 months (IF NONE SKIP TO (iii))

	Col./ Code	Skip to
	(42)	
One or more times	1	
(ASK AND WRITE IN NUMBER)		

(ii) Number of times respondent has, in fact, agreed to be (and been) interviewed within the last 12 months

None	2	
One or more times	3	
(ASK AND WRITE IN NUMBER)		

(iii) Number of calls made BEFORE interview obtained

(SEE INTERVIEWERS MANUAL FOR DEFINITION OF 'CALL')

Interview at first attempt	A	
One	a	
Two	0	
Three	X	
Four or more	Y	

(43-44)

(iv) Number of interviews you have already carried out on this survey (including this one)

WRITE IN ____

(v) Time interview completed (WRITE IN)_____

(45-47)

(vi) Date of interview ____/____/77

Length of interview (IN MINUTES) ____

(48-50)

(vii) Signature of interviewer_____

Interviewer Number ____

DO NOT ASK - FILL IN AFTER END OF INTERVIEW

INTERVIEWER'S ASSESSMENT OF RESPONDENT'S ATTITUDE DURING THE INTERVIEW

In your opinion, how much thought was the respondent putting into his/her choice of answers?

(51)

A lot of thought	1
A fair amount of thought	2
Not very much thought	3
Very little thought	4
No thought at all	5

CENTRE FOR SAMPLE SURVEYS LTD. | SOCIAL & COMMUNITY PLANNING RESEARCH

16, Duncan Terrace, London, N1 8BZ Tel. 01-278 2061

P.457

NORTH YORKSHIRE STRUCTURE PLAN SURVEY

Feb./Mar. 1977

Respondent Selection Sheet

(ONE RESPONDENT SELECTION SHEET MUST BE COMPLETED FOR EACH ADDRESS ISSUED)

Exact Address _____

_____

Town _____ County _____ Postcode _____

Area ☐☐☐ Address ☐☐

LAST DIGIT

A. ADDRESS SUMMARY — Ring One Code Only

Traceable, residential and occupied — 1 → B

Deadwood:

- no trace of address — 2
- address vacant/derelict — 3
- premises demolished — 4
- business/industrial premises only (SPECIFY) _____ — 5
- address an institution (SPECIFY) _____ — 6

B. CONTACT SUMMARY — Ring One Code Only

Information obtained about persons at address — A → C

Non-response:
(no information obtained about persons at address)

- no contact with anyone at address after ___ calls — 1
- complete refusal of information — 2

C. List all persons aged 16+ at the ADDRESS, in alphabetical order, (going first on surnames, then forenames) in the grid below.

SURNAMES AND FORENAMES OF PERSONS AGED 16+ AT ADDRESS	PERSON NUMBER
	1
	2
	3
	4
	5
	6
	7
	8
	9
	10

Total no. of persons aged 16+ at address ☐ (WRITE IN)

If there is only one person aged 16+, seek to interview that person, recording the result in Section E on the back of this sheet. If there are two or more, use the grid in Section D on the back of this sheet to select one person to be interviewed

D. Look at the column on the grid headed with the last digit of the Address Code Number. Go down the column until you come to the line for the total number of persons aged 16+ at the address The number printed where the row and column meet is the person number of the person you must interview
NO SUBSTITUTE MAY BE TAKEN

Number of persons aged 16+ at address	LAST DIGIT OF ADDRESS CODE									
	1	2	3	4	5	6	7	8	9	0
One	1	1	1	1	1	1	1	1	1	1
Two	1	2	1	2	1	2	1	2	1	2
Three	2	3	2	1	3	1	2	1	3	2
Four	3	1	2	4	2	3	4	3	2	1
Five	2	4	5	3	1	5	3	2	1	4
Six	1	3	4	5	6	1	2	4	3	5
Seven	5	6	3	7	2	7	5	1	4	6
Eight	4	5	1	6	1	4	3	7	2	8
Nine	7	9	4	8	6	2	1	5	6	3
Ten or more	8	2	4	1	3	6	5	10	7	9

Write in the person no and the title and full name of the person selected for interview

PERSON NO. SELECTED	TITLE/FULL NAME

E. SELECTED PERSON PRODUCTIVITY SUMMARY — Ring One Code Only

Interview obtained with selected person — 1 (attach Q

No interview obtained because

- selected person not contacted (e.g. never in) — 3
- selected person personally refused interview — 4
- selected person broke appointment and could not be recontacted — 5
- selected person ill (at home) during survey period — 6
- selected person away/in hospital during survey period — 7
- selected person senile/incapacitated — 8
- refusal, on behalf of selected person, by someone else in household — 9
- selected person could not speak adequate English — 0
- other reason for no interview (WRITE IN)_____ — X

NAME OF INTERVIEWER _____ (BLOCK CAPS) INTERVIEWER NO. [ ][ ]

DATE OF LAST VISIT TO THIS ADDRESS __/__/__

ATTACH THIS SHEET TO THE FRONT OF THE QUESTIONNAIRE RELATING TO THIS PERSON

COUNTY OF NORTH YORKSHIRE

COUNTY PLANNING DEPARTMENT

R. COOPER KENYON
BSc (Econ) FRICS MRTPI
Chartered Town Planner
County Planning Officer

COUNTY HALL
NORTHALLERTON
YORKSHIRE
DL7 8AQ

Telephone Northallerton 3123 Ext 528 Your Reference

My Reference CSP 15.2

February, 1977.

This matter is being dealt with by Mr. Lee

Dear Sir/Madam,

NORTH YORKSHIRE COUNTY STRUCTURE PLAN
SURVEY OF RESIDENTS

North Yorkshire County Council have asked Social and Community Planning Research, an independent charitable trust, to carry out a survey among a sample of households living in North Yorkshire.

The purpose of the survey is to find out what people think about the conditions in the County and what changes should be made in the future. The results of the survey will help in planning the future development of North Yorkshire.

Your address has been selected for interview. I do hope you will be able to co-operate with the interviewer and provide the information required. Your answers will be treated as strictly confidential. No reference will be made to individual answers in the results which will be presented as summary tables.

Each interviewer carries an identity card and you may ask to see this before the interview starts.

I do hope you will be able to spare the time to participate in this survey in order that the views of the public can be taken fully into account in planning the future of North Yorkshire.

Yours faithfully,

R Cooper Kenyon pco

County Planning Officer.

Centre for Sample Surveys

limited by guarantee *registered in England (No 1038241)*

registered office
16 Duncan Terrace London N1 8BZ **01-278 2061**

P 457/1R March 1977

Dear Sir/Madam,

NORTH YORKSHIRE SURVEY

You may remember that one of our interviewers recently called upon you on behalf of North Yorkshire County Council to seek your views on future plans for the County. In addition, two booklets were left with you to complete in your own time.

It appears that we have not yet received the two booklets left with you We would be very grateful if you could complete these booklets and return them to us as soon as is convenient to you As we explained before, it is vital that we do hear from you since the success of the study depends on us getting a reply from everyone contacted

If you have posted the booklets in the last few days, please accept our apologies for troubling you again.

Thank you for the co-operation you have already given us.

Yours faithfully,

G Courtenay

(Mrs) G Courtenay
Senior Researcher

Executive Committee Colin Airey (Managing Director) Gerald Hoinville Roger Jowell David Walker

Example of Self-Completion Booklet

P 457 Please post by_____ | | | | | | | J

NORTH YORKSHIRE SURVEY

On each page of this booklet are listed some of the things the County Council could do when planning the County's ECONOMY

The Council can choose only ONE plan for the County's economy

Which one do YOU think would be best for North Yorkshire?

Please read through the five plans then on the last page of this booklet tick the ONE you think would be best Tell us WHY you think the one you have chosen would be best, and what, if anything, you dislike about the plan you have chosen

Your answers will be treated with the strictest confidence Thank you for your help

Centre for Sample Surveys 57 Crown Street Brentwood Essex CM14 4BD

Plan N: Economy

* many new jobs particularly in the major towns and in towns close to West Yorkshire
* more people moving from rural areas to take jobs in towns
* more job training schemes
* more shops and offices in large towns
* some out-of-town superstores

Plan L: Economy

* new jobs only where unemployment is high or existing firms want to grow

* less farmland and attractive countryside allowed for factories

* no new superstores out-of-town or in historic town centres

* no large development of office blocks

Plan G: Economy

* most new jobs in the major towns
* some new jobs in market towns and in the A1/A19 corridor, e g Selby and Northallerton
* many people commuting to Teesside and West Yorkshire
* more offices and shops in the larger town centres
* some large out-of-town shops

Plan R: Economy

* more jobs where unemployment is high and in market towns and commuter areas
* shorter journeys to work
* some more shops and offices in major towns
* encourage village shops in upland areas

Plan S. Economy

- new jobs only where unemployment is high or choice of jobs is limited
- more new jobs in coastal areas and upland market towns
- more jobs in rural areas so people don't have to leave and work in towns
- encourage growth of small firms
- encourage village shops

P 457 4

1-3 4-7 8

WHEN YOU HAVE READ THROUGH THE FIVE PLANS, PLEASE FILL IN THIS PAGE

Q 1 Which ONE of these five plans do you think would be best for North Yorkshire?

PLEASE TICK ☑ THE PLAN YOU CHOOSE

N	L	G	R	S
☐	☐	☐	☐	☐

Q 2 Why do you think this plan would be best?

PLEASE WRITE YOUR REASONS IN THE BOX BELOW

Q 3 What, if anything, do you dislike about the plan you have chosen?

PLEASE WRITE YOUR ANSWER ON THE OPPOSITE PAGE

WHEN YOU HAVE ANSWERED THE QUESTIONS, PLEASE POST THIS BOOKLET, **AND THE OTHER ONE**, IN THE REPLY-PAID ENVELOPE PROVIDED

THANK YOU FOR YOUR HELP

OFFICE USE ONLY

H E T J

9-10 11 12 13 14 15 16-17 18 19 20 21 22 23-24 25 26 27 28 29 30-31 32 33 34 35 36

HOUSING POLICY CARDS

H701

Council renting

More council homes to rent

H104

Suburban homes

More homes available on the edges of large towns and market towns

H802

Homes to buy

More homes available to buy

H205

Homes in towns

More homes available within large towns and market towns

H903

Homes in the country

More homes available in villages and rural areas

H306

Larger homes

More larger, high quality, expensive homes to be built

H407

Smaller homes

More smaller, low cost homes suitable for young people needing a first home

H508

Homes for the elderly

More homes suitable for the elderly to own or to rent

H609

Homes for local people

More homes for people who work in North Yorkshire rather than for people who work outside the County

H710

Improve existing homes

Improve existing homes where possible rather than build new ones

H811

Land saving

Save farming land by new homes and housing estates not having large gardens

H912

Second homes

More homes for local people rather than for people wanting second homes

ENVIRONMENT POLICY CARDS

R401

Farming

Give priority to farming over landscape and wildlife

R502

Landscape and wildlife conservation

Give priority to landscape and wildlife over farming

R603

Forest and Woodland

Increase the forest and woodland areas

R704

Larger Green Belts

Larger Green Belt areas

R805

Abolish Green Belts

Abolish Green Belt areas

R906

Historic buildings

Protect buildings of historic and architectural interest

R107

Demolish historic buildings

Allow historic buildings to be demolished to make way for roads, homes or shops

R208

More caravan sites

Allow caravan and chalet sites where people want them

R309

Restrict caravan sites

Allow caravan and chalet sites only where they will not spoil the landscape

R410

Control countryside recreation

Provide picnic sites in less well known areas to draw people from overcrowded places in the countryside

R511

Countryside recreation

Provide more facilities in the countryside such as picnic sites and car parks

R612

Restrict tourism

Restrict tourist developments in all parts of North Yorkshire

R713

Encourage tourism

Allow tourist developments wherever people want to go

R814

New tourist areas

Promote more tourist development in less popular areas

R116

Sports centres in rural areas

Improve sports facilities in rural areas

R915

Large sports centres in towns

Provide more large sports centres in major towns

ECONOMY POLICY CARDS

E801

More jobs

Many more jobs in all areas

E103

Wider range of jobs

A wider range of jobs in areas where present choice of jobs is limited

E902

Jobs in problem areas

More jobs only in areas where unemployment or other problems are serious

E204

Restrict new jobs

Restrict new jobs in the National Parks and other areas of natural beauty

E305

New jobs in large towns

Locate new jobs in large towns and in market towns

E406

New jobs in villages

Locate new jobs in small towns and villages

E507

Jobs near homes

Locate jobs on small sites close to housing areas rather than building large industrial sites

E608

Restrict office jobs

Restrict the number of office jobs

E709

Suburban shops

More shops in housing areas

E810

Large out-of-town shops

Allow the development of large new shops on the edge of town or outside towns

E91

Improve town centre shopping

Improve existing town centre shopping with more supermarkets and other shop

E11

Control mining

Allow mining and quarrying only where the countryside won't be spoiled

E213

Encourage mining

Encourage mining and quarrying

TRANSPORT POLICY CARDS

T301

Improve bus services

Maintain or improve bus services

T503

Pedestrianisation

Ban cars from certain shopping streets in town centres

T402

Improve existing roads

Improve roads in some parts of North Yorkshire

T604

More car parks

Improve parking facilities in towns

T705

Restrict parking

Limit the number of parking spaces in town centres

T907

Bus priority

Give buses priority over private cars through special schemes such as bus lanes

T806

Heavy lorries

Restrict heavy lorries to certain roads

T108

Improve rail services

Maintain or improve rail services for both passengers and freight

T209

More roads

Build more roads

POLICY CHOICE CARDS

01

A

Improve roads and parking facilities for the private motorist—

—even though this could mean demolishing some buildings

B

Resist the demolition of buildings for road improvements—

—even though this could lead to more crowded roads, and more noise and fumes

02

A

Protect the National Park areas by preventing new firms from operating there—

—even though this could mean that more people in those areas are unemployed

B

Allow more jobs in the National Park areas to reduce unemployment there—

—even though this will result in some loss of countryside to industry

03

A

Encourage tourists and visitors to come to areas not visited at present in order to provide more jobs for local people—

—even though farming, the landscape, wildlife and historic towns may suffer

B

Protect farmland, the landscape, wildlife and historic towns—

—even though it may mean fewer tourist jobs in North Yorkshire

04

A

Concentrate on slightly improving the living conditions for most people—

—even though some people may still have a very low standard

B

Bring up to standard the living conditions of those who need it—

—even though most people will get no advantage

A

Provide shopping facilities in really large out-of-town stores selling cut price goods and having plenty of car parks—

—even though the stores will be some distance from home and not easy to get to by bus

B

Maintain existing shopping centres that can be easily reached by bus or on foot and that have a wider choice of goods—

—even though these goods will not be at such low prices and the car parking will be less convenient

07

A

Protect buildings of architectural and historic interest—

—even though this means that a full range of modern shops, offices etc might not be provided

B

Provide a full range of modern shops, offices etc—

—even though this means that some buildings of architectural and historic interest might be demolished

A

Build more roads so that people with cars can get around more easily—

—even though public transport would almost certainly continue to decline

B

Provide better bus and train services—

—even though it would mean more restrictions for car owners

08

A

Allow homes to be built in the countryside where people want them—

—even though this could spoil the landscape

B

Restrict home building in the countryside so as to protect the landscape—

—even though this would restrict people's choice of homes

09

A

Allow new homes to have large gardens—

—even though this means a loss of agricultural land

B

Restrict new homes from having large gardens—

—even if this means that people don't have all the space they would like

10

A

Help prevent the decline of village shops and services by building more homes in rural areas—

—even though this could change the character of villages

B

Restrict building of new homes in rural areas—

—even though this could lead to the continued decline of village shops

POLICY PACKAGE CARDS

are given on the following pages

Plan G: Homes

* about the same number of homes built as in the past few years
* most of the new homes built in major towns and lowland market towns
* fewer people living in the upland rural areas, e g North Yorks Moors, Wensleydale and Wolds
* more second homes, and retirement homes, in rural areas and along the coast
* more homes for sale rather than rent, and for smaller families

Plan L: Homes

* fewer homes built than in the past few years
* new homes built only where there is a shortage of homes for local people
* improve and convert existing homes rather than build new ones
* more attention given to the appearance of new homes
* fewer homes built on farm land or in attractive countryside areas

Plan N: Homes

* many more homes built than in the past few years
* new homes mainly built in commuter areas, near West Yorkshire and Teesside
* fewer people living in upland rural areas except where tourism or forestry is developing
* improve and convert existing homes, and build more small cheap homes
* less attention given to the appearance of homes

Plan S: Homes

* about the same number of homes built as in the past few years
* new homes built in upland towns, e g Leyburn, Settle, Kirkbymoorside, Bentham, Pickering
* fewer new homes in commuter areas near to Teesside and West Yorkshire
* more small, cheaper homes suitable for the elderly and young couples

Plan R: Homes

* a few more homes built than in the past few years
* more new homes in smaller market towns and larger villages
* more smaller, cheaper, homes
* fewer new homes for commuters
* new homes built on vacant sites and derelict land in towns and villages wherever posssible

Plan G: Environment

* loss of Green Belt areas on the edge of towns
* landscape changes due to modern farming methods, forestry and tourist provision
* some loss of attractive and historic buildings in towns where shops and offices are built
* more quarrying, but also improvements to appearance of old workings
* prevent damage to beauty spots from over-use by tourists/visitors

Plan L: Environment

* protect National Parks and other attractive areas
* Green Belts extended and new Green Belt near Teesside
* preserve the character of towns, villages and the countryside
* protect and improve historic buildings
* prevent damage to beauty spots from over-use by tourists/visitors

Plan N: Environment

* develop farming and protect the best farmland
* abolish Green Belts
* more quarrying and tourism in rural areas
* less widespread protection of historic buildings and landscape
* use reservoirs, rivers and forests for recreation

Plan S: Environment

* satisfy the housing and employment needs of local people rather than preserve the landscape
* restrict further tourist development along the coast
* more quarrying, mining and tourism in rural areas
* improve the appearance of built-up areas, and of derelict sites
* abolish Green Belts

Plan R: Environment

* protect farmland and countryside on the edges of towns and villages
* protect old and historic buildings
* increase woodland in some upland areas
* preserve the best examples of the North Yorks landscape
* restrict the growth of tourism and quarrying
* make better use of reservoirs, rivers and forests for recreation

Plan G. Economy

* most new jobs in the major towns
* some new jobs in market towns and in the A1/A19 corridor, e g Selby and Northallerton
* many people commuting to Teesside and West Yorkshire
* more offices and shops in the larger town centres
* some large out-of-town shops

Plan L: Economy

* new jobs only where unemployment is high or existing firms want to grow
* less farmland and attractive countryside allowed for factories
* no new superstores out-of-town or in historic town centres
* no large development of office blocks

Plan N Economy

* many new jobs particularly in the major towns and in towns close to West Yorkshire
* more people moving from rural areas to take jobs in towns
* more job training schemes
* more shops and offices in large towns
* some out-of-town superstores

Plan S: Economy

* new jobs only where unemployment is high or choice of jobs is limited
* more new jobs in coastal areas and upland market towns
* more jobs in rural areas so people don't have to leave and work in towns
* encourage growth of small firms
* encourage village shops

Plan R: Economy

* more jobs where unemployment is high and in market towns and commuter areas
* shorter journeys to work
* some more shops and offices in major towns
* encourage village shops in upland areas

Plan G: Transport

* fewer buses and trains
* money spent on improving roads, particularly in towns
* some restrictions on private motoring
* more parking spaces in main town centres

Plan L: Transport

* maintain and improve bus and train services
* little road building or improving except for projects such as village by-passes
* restrictions on cars in towns to help cyclists and pedestrians
* restrictions on heavy lorries

Plan N: Transport

* more money spent on roads particularly round York, Harrogate and Selby to help industry and ease work journeys
* train services maintained where possible
* road schemes and car parks to help private motorists in towns
* fewer bus services

Plan S: Transport

* more spending on bus and train services
* less spending on roads
* some road improvements in the coastal and upland areas
* restrictions on cars in towns especially where this will favour public transport

Plan R: Transport

* improved bus and train services in towns and rural areas
* less spending on roads
* restrictions on cars in towns to help buses
* better facilities for pedestrians and cyclists in towns

THEME STATEMENTS

P

Q26

Follow the same sorts of changes as during the past few years

J

Q26

Give priority to preserving the towns and countryside by restricting the number of homes and jobs

F Q26

Give priority to increasing the number of jobs and expanding the economy in the County

K Q26

Give priority to helping people and areas in most need

W Q26

Give priority to changes that make the most sparing use of resources like land and energy

Total household income before deductions

Weekly gross		*Annual gross*
Less than £20	Y	Up to £1,000
£20 - £37	H	£1,000 - £1,999
£38 - £57	Q	£2,000 - £2,999
£58 - £76	E	£3,000 - £3,999
£77 - £95	J	£4,000 - £4,999
£96 - £114	N	£5,000 - £5,999
£115 - £134	W	£6,000 - £6,999
£135 - £154	B	£7,000 - £7,999
£155 plus	T	£8,000 plus

Card 'B' P457

Sports and Leisure

1 **play** outdoor sports, such as rugby, football, tennis, cricket, hockey
2 **watch** outdoor sports, such as rugby, football, tennis, cricket, hockey
3 play indoor sports, such as badminton, squash, table tennis
4 play golf
5 go to a swimming pool
6 take part in motor sports, such as car and motor cycle events
7 take part in air sports, such as flying and gliding
8 watch horse racing
9 go for walks in the country
10 go for drives and picnics in the country

Card 'A' P457

VERY IMPORTANT TO IMPROVE	IMPORTANT TO IMPROVE	NOT IMPORTANT TO IMPROVE	NOT APPLICABLE

APPENDIX C SAMPLING POINTS

York Inset Area

Wards

Wigginton
Upper Helmsley/Warthill/Gate Helmsley
Haworth (without)
Bishopthorpe
Rawcliffe
Huntington
Clifton (without)
Micklegate
Skeeton
Heworth (x 2)*
Beckfield
Monk
Walmgate
Acomb (x 2)
Fishergate
Westfield
Holgate (x 2)
Clifton
Knavesmire (x 2)
Guildhall
Bootham

Harrogate Inset Area.

Wards

Kirkby Overblow/Kearby with Netherby/Sicklinghall
Pannal (x 2)
Wedderburn
Knaresborough (x 2)
Harlow
Starbeck
Duchy
Bilton (x 2)
Granby
West Central

Scarborough Inset Area

Wards

Scalby
Seamer
Cloughton
Weaponess (x 3)
Northstead
Woodlands (x 2)
Falsgrave (x 2)
Central/Castle (x 2)

---

*20 addresses were issued at each sampling point. When a point was selected twice, or more often (because it contained a large number of electors and the sampling interval landed more than once in the point) this is indicated by 'x 2' or 'x 3' being entered against the point

APPENDIX C SAMPLING POINTS (continued)

District	Ward	Polling District
Craven	2	KA
	5	N
	9	BS
	13	CC
	16	CB
	19	AN
	22	BB
Hambleton	1	72/AU
	2	40/NN
	6	48/VV
	11	82/BG
	15	94/BS
	21	12/U & 45/SS
	27	20/T
Harrogate	10	A
	11	D
	13	60/A1
	19	AL
	24	AA & AB
	26	AK
	29	46/TT & 24/X
Richmondshire	1 (X 2)	DD
	6	9/1
	11	47/UU
	14	23/U
	17	21/U
	21	65/AN
Ryedale	1	58/AG
	2	C1
	3	17/Q
	17	37/KK & 40/NN & 42/PP
	21	82/BG
	28	39/MM
	24	CQ & CT
Scarborough	2 (X 2)	AD
	15	1/1
	16	38/LL
	17	41/00
	18	23/W & 32/FF
	20	C
Selby	2	H
	5	EE
	12	CL
	19	AS
	24	Q
	34	AY
	31	AX

APPENDIX D - SURVEY AREAS THE RANGE OF ERROR AT THE 95% CONFIDENCE LEVEL

The following table shows the range of the confidence limits at the 5% level for different proportions for each of the 10 survey areas This is presented in the form of ±x% In order to estimate confidence in a result of 15% given by respondents in York Inset Area look along the row that applies to this area under the column that relates to the proportion of 15% This tells you that at the 5% confidence level the result lies between 10 4% and 19 6% In other words, in only 5 times out of any 100 samples that might be asked that question in York Inset Area would the response be likely to lie outside the given range

In drawing up the table the first step was to calculate the standard error of a proportion for each sample size, assuming that a simple random sample had been drawn The sample was, however, clustered, and this has the effect of increasing the sampling error Some estimate therefore had to be made of the additional error arising from a complex sample design This calculation is complicated, as Moser and Kalton* state, 'when standard errors are required for many variables in a survey the calculations can become prohibitive' We therefore considered the empirical evidence on the range of this increased sampling error (known as the 'design factor') for surveys relating to variables of a similar nature to the Structure Plan Survey Finding this range to vary roughly between 1 0 and 1 4, we selected a mid-point and took 1 2 to represent the design effect

The following calculation was thus carried out

1 the standard error of each proportion for each sample size was calculated using the formula for a simple random sample, i.e

$$\sqrt{\frac{pq}{n}}$$

when p is the proportion of the sample possessing the characteristic

q is the remainder of the sample

n is the sample size

2 the result was multiplied by 1 2 (the estimated design factor)

3. the result (which described the standard error of the proportion) was then multiplied by 2 two standard errors are shown in the table, giving the confidence limits at the 5% level

*C A Moser and G. Kalton Survey Methods in Social Investigation

ESTIMATE OF THE RANGE OF ERROR AT THE 95% CONFIDENCE LEVEL

N \ P	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50%
	%	%	%	%	%	%	%	%	%	%
York Inset Area N = 346	±2 8	±3 4	±4.6	±5.2	±5 6	±5 9	±6 2	±6 3	±6 4	±6.5
Harrogate Inset Area N = 164	±4 1	±5 6	±6 7	±7 5	±8 1	±8 6	±8 9	±9 2	±9 2	±9 4
Scarborough Inset Area N = 163	±4 1	±5 6	±6 7	±7 5	±8 1	±8 6	±8 9	±9 2	±9 2	±9 4
Craven District N = 109	±5 0	±6 9	±8 2	±9 2	±10 0	±10 1	±11 1	±11 3	±11 4	±11.5
Hambleton District N = 116	±4 9	±6 7	±8 9	±9 6	±9 6	±10 2	±10 6	±10 9	±11 1	±11 1
Harrogate District N = 82	±5 8	±8 0	±9 5	±10 1	±11 5	±12 1	±12 6	±13 0	±13 2	±13 3
Richmondshire District N = 98	±5.3	±7 3	±8 7	±9 7	±10 5	±11.1	±11.6	±11 9	±12 1	±12 1
Ryedale District N = 110	±5.0	±6 9	±8 2	±9.2	±10 0	±10 1	±11 1	±11 3	±11.4	±11 5
Scarborough District N = 76	±6 0	±8.3	±9.8	±11 0	±12 0	±13 0	±13 1	±13 5	±13 7	±13 8
Selby District N = 94	±5 4	±7 4	±8 8	±9 8	±10.6	±11.2	±11 7	±12 0	±12.2	±12 2

1423 TC

PROJECT: NORTH YORKS STRUCTURE PLAN

EDITING AND CODING INSTRUCTIONS

Question No	Card No.	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
	1	1-3	457	PROJECT NO.	
	"	4-7		RECORD NO. - TO BE ALLOCATED	
	"	8	1	CARD NO.	
	"	9-10		2 DIGIT ENTRY TAB ANY BLANK	
	"	11-12		2 DIGIT ENTRY - CHECK AGAINST RESPONDENT SELECTION SHEET N.B. SHOULD NEVER BE BLANK - TAB ANY QUERIES	
	"	13-15		AREA NO. TAB ANY BLANK	
	"	16-17		ADDRESS NO. TAB ANY BLANK	
Q1a	1	18		ONE CODE ONLY) AFTER CODE 5 SKIP TO Q.2	ALL
			9	N.A.)	
b	"	19		ANSWERED ONLY AFTER CODES 1-4 @ COL. 18 ONE CODE ONLY	
			9	N.A.	
Q2a	1	20		ONE CODE ONLY	
			9	N.A.	ALL
b	"	21/22		ANSWERED AFTER CODES 1 OR 2 @ COL. 20 SEE ATTACHED LIST	
	"	23/24		ANSWERED AFTER CODES 3 OR 4 @ COL. 20 SEE ATTACHED LIST	
Q3a	1	25		ONE CODE ONLY	
			9	N.A.	
b	"	26		ONE CODE ONLY	
			9	N.A.	
c	"	27		ONE CODE ONLY	
			9	N.A.	
Q4a	1	28		ONE CODE ONLY) AFTER CODES 3-7 SKIP	
			9	N.A.) TO Q.5a	ALL
			7	OTHER ANSWERS (SEE ATTACHED LIST)	
b	"	29		ANSWERED ONLY AFTER CODES 1 OR 2 @ COL. 28 ONE CODE ONLY	
			9	N.A.	
				TAB ANY TOWNS/VILLAGES ENTERED	

PROJECT NORTH YORKS STRUCTURE PLAN

EDITING AND CODING INSTRUCTIONS

Question No	Card No.	Col	Code	INSTRUCTIONS	SPECIAL NOTES
Q5a	1	30		ONE CODE ONLY) AFTER CODES 0; 1 OR 5	
			9	N.A.) SKIP TO Q.6	ALL
b	"	31		ANSWERED ONLY AFTER CODES 2 - 4 @ COL. 30	
				ONE CODE ONLY) AFTER CODES 1 OR 4	
			9	N.A.) SKIP TO Q.6	
c	"	32		ANSWERED ONLY AFTER CODES 2 OR 3 @ COL. 31	
				SEE ATTACHED LIST	
Q6	1	33		ONE CODE ONLY	ALL
			9	N.A.	
Q7	1	34		ONE CODE ONLY	ALL
			9	N.A.	
Q8	1	35-42		ONE CODE ONLY ON EACH COL.	ALL
			9	N.A. ON EACH APPLICABLE COL.	
Q9a	1	43		SINGLE DIGIT ENTRY	ALL
			0	NO SHOPPING)	
			1-7	ONE TO SEVEN TIMES } AFTER CODE 0	
			8	NINE OR MORE) SKIP TO Q10	
			9	N.A.	
b	1	44		ANSWERED ONLY AFTER CODES 1-9 @ COL. 43	
				ONE CODE ONLY) AFTER CODE 4 SKIP	
			9	N.A.) TO Q.10	
c	"	45-46		ANSWERED ONLY AFTER CODES 1-3 @ COL. 44	
				SEE ATTACHED LIST	
Q10a	1	47		ONE CODE ONLY) AFTER CODE 2 SKIP	ALL
			9	N.A.) TO Q.10f	
b	"	48		ANSWERED ONLY AFTER CODE 1 @ COL. 47	
				ONE CODE ONLY	
			9	N.A.	
c	"	49		ONE CODE ONLY) AFTER CODES 2 OR 3	
			9	N.A.) SKIP TO Q.10f	
d	"	50		ANSWERED ONLY AFTER CODE 1 @ COL. 49	
				ONE CODE ONLY	
			9	N.A.	

PROJECT. NORTH YORKS STRUCTURE PLAN

EDITING AND CODING INSTRUCTIONS

Question No.	Card No	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
Q10e	1	51		ANSWERED ARTER CODE 1 @ Q.10d	AFTER THIS SECTION SKIP TO Q.11
				SEE ATTACHED LIST	
	"	52		ANSWERED AFTER CODE 2 @ Q.10d	
				SEE ATTACHED LIST	
f	"	53		ANSWERED ONLY AFTER CODE 2 @ Q.10a OR CODES 2 OR 3 @ Q.10c	
				ONE CODE ONLY	
			9	N.A.	
g	"	54		ANSWERED AFTER CODE 1 @ COL. 53	
				SEE ATTACHED LIST	
	"	55		ANSWERED AFTER CODE 2 @ COL. 53	
Q11	1	56		MULTICODED	ALL
			X	IF ALL CODED A	
			Y	N.A. (IF BLANK)	
Q12 a-d	1	57-68		THERE SHOULD BE A CODE 5 OR 6 ON EACH COL.	ALL
			9	N.A.	
				N.B. WHERE CODE 6 HAS BEEN RINGED THERE SHOULD BE A COMBINATION OF RANK CODES 1; 2; 3 IN RANK COLUMN ACCORDING TO NUMBER OF CODE 6 SELECTED.	WHERE THIS HAS NOT BEEN ENTERED CORRECTLY INSERT CODE X ON COL. 58
				E.G. ONLY 1 CODE 6 RINGED, RANK = 1 2 " " " " = 1 & 2 3 OR MORE " " " = 1, 2, 3	
e	"	69		ANSWERED ONLY IF ONE OR MORE CHANGES WANTED @ Q12a - OTHERWISE SKIP TO Q.13	
				SEE ATTACHED LIST	
Q13a	1	70-71		ANSWERED ONLY IF ONE OR MORE CHANGES NOT WANTED @ Q12a - OTHERWISE SKIP TO Q.14.	
				THE CODE NUMBER OF THE LEAST WANTED CHANGE SHOULD HAVE BEEN ENTERED HERE OR IF ONLY ONE CODE 5 RINGED @ Q12a THE RELEVANT CODE NUMBER	TAB ANY QUERIES
				2 DIGIT ENTRY - DELETE PRECODED H AND FIRST FIGURE	
			98	DK/CAN'T SAY	
			99	N.A. (IF WHOLE QUESTION BLANK)	
b	"	72		SEE ATTACHED LIST	
	"	73-80		BLANK	
Q14 a-e	2	9-25		AS FOR Q.12	

PROJECT NORTH YORKS STRUCTURE PLAN

EDITING AND CODING INSTRUCTIONS

Question No	Card No	Col	Code	INSTRUCTIONS	SPECIAL NOTES
Q15 a & b	2	26-28		AS FOR Q.13	
Q16 a - e	2	29-42		AS FOR Q.12	
Q17 a & b	2	43-45		AS FOR Q.13	
Q.18 a - e	2	46-55		AS FOR Q.12	
Q.19 a & b	2	56-57		AS FOR Q.13	
Q20	2	58-77		EACH SET OF 2 PLANS IS ALLOCATED 2 COLS.	ALL
			58/59	E.G. (IMPROVE ROADS & PARKING (RESIST DEMOLITION	
				ONLY ONE CODE SHOULD BE RINGED ON EACH SET OF 2 COLS.	
			3	D.K. (PRECODED) TO BE PUNCHED ON THE SECOND OF THE 2 COLS.	
			9	N.A. ON SECOND OF THE 2 COLS.	
	2	78-80		BLANK	
	3	9-12		THERE SHOULD ALWAYS BE 2 CODES RINGED THESE ARE THE 2 LETTER CODES WRITTEN IN BLACK ON FRONT OF QUESTIONNAIRE (E.G. HE; TJ etc.)	ALL
				EXAMPLES	
				LETTER CODES HE = COL. 9/1 - COL. 10/2 " " HT = " 9/1 - " 11/2 " " ET = " 10/1 - " 11/2 etc.	
				DO NOT USE N.A. CODE	
				TAB ANY QUERIES	
Q21a	3	13-16		ONE CODE RINGED FOR EACH OF THE 2 TOPICS ASKED ABOUT - SEE COLS. 9 - 12	
			9	N.A. ON RELEVANT COLS.	
b	"	17-20		ANSWERS SHOULD ONLY BE IN SECTIONS FOR 2 TOPICS ASKED ABOUT - SEE COLS. 9 - 12	
				SEE ATTACHED LIST	
Q22	2	21-25		ONE CODE ONLY EACH COL.	ALL
			9	N.A.	

PROJECT NORTH YORKS STURCTURE PLAN

EDITING AND CODING INSTRUCTIONS

Question No	Card No.	Col	Code	INSTRUCTIONS	SPECIAL NOTES
				CLASSIFICATION	ALL
1	3	26		ONE CODE ONLY	
2	3	27		ONE CODE ONLY	
			9	N.A.	
3	3	28		ONE CODE ONLY	
			9	N.A.	
4	3	29		ONE CODE ONLY	
			9	N.A.	
5	3	30-33		SINGLE DIGIT ENTRY	
			9	N.A.	
		34-35		TOTAL IN HOUSEHOLD 2 DIGIT ENTRY	
				N.B. - IF ANY CODE 9 ON COLS. 30-33 THESE COLS. WILL HAVE TO BE 99	
6	3	36-37		H.O.H. OCCUPATION	
				S.E.G. CODES 01 - 18	
7	3	38		INCOME	
			1	= Y (UP TO £1000)	
			2	= H (£1000 - £1999)	
			3	= Q (£2000 - £2999)	
			4	= E (£3000 - £3999)	
			5	= J (£4000 - £4999)	
			6	= N (£5000 - £5999)	
			7	= W (£6000 - £6999)	
			8	= B (£7000 - £7999)	
			9	= T (£8000 +)	
			Y	= N.A.	
	3	39		TWO CODES RINGED WHICH SHOULD BE THE 2 ALTERNATIVE TOPICS NOT ASKED ABOUT @ Q.21 (SEE CODE LETTERS IN RED ON FRONT OF QUESTIONNAIRE)	
				E.G. Q21 = HOMES & JOBS COL.39 = ENVIRONMENT & TRANSPORT	
				DO NOT USE N.A. CODE	
				TAB IF UNABLE TO DEDUCE	
	3	40		ONE CODE ONLY	
			9	N.A.	
				N.B. CODE 2 SHOULD NEVER BE RINGED	
	3	41		CODES RINGED SHOULD MATCH THOSE RINGED @ COL. 39	
			5	PLACEMENT REFUSED (PRECODED)	
				DO NOT USE N.A. CODE	
				TAB ANY QUERIES	

PROJECT NORTH YORKS STRUCTURE PLAN

EDITING AND CODING INSTRUCTIONS

Question No.	Card No	Col.	Code	INSTRUCTIONS	SPECIAL NOTES
(i) (ii) (iii)	3	42		i) DELETE ANY FIGURES ENTERED BY INTERVIEWER EITHER CODE 1 OR BLANK ii) DELETE ANY FIGURES ENTERED BY INTERVIEWER EITHER CODE 2 OR 3 NB IF PART (i) BLANK PART (ii) ALSO BLANK iii) ONE CODE ONLY RINGED	ALL
(iv)	3	43-44		2 DIGIT ENTRY	
			99	N.A.	
(vi)	3	45-47		3 DIGIT ENTRY	
			999	N.A.	
(vii)	3	48-50		INTERVIEWER NO. N.B. ALTER ANY NOS. WITH PRECEDING LETTER 'N' TO A Y E.G. N75 = Y75	
	"	51		ONE CODE ONLY	
			9	N.A.	